

CLAIMS

What is claimed is:

1. In a method for generating a lead for a potential buyer by determining an estimated value for a vehicle by a potential seller, said method comprising the steps of:

receiving vehicle identifying information for said vehicle for sale;

receiving seller identifying information; and

independently determining said estimated value for said vehicle for sale using one or more buyer specified criteria and said vehicle identifying information and presenting said estimated value to said seller as independently determined; and

transmitting said seller identifying information to said buyer.

2. The method of Claim 1, wherein said buyer criteria comprises one or more selected from the group consisting of a price control option, vehicle specific criteria, historic vehicle issues, and a price offset for state sales tax.

3. The method of Claim 1, wherein said vehicle identifying information comprises at least one selected from the group consisting of make, model, vehicle identification number, year, mileage, optional equipment, physical condition flaws, and mechanical condition flaws; historical data, wholesale sales that occur at auctions, and wholesales sales that occur at dealerships.

4. The method of Claim 1, wherein said estimated value is determined by determining said value for said vehicle for sale using historical data, adding for optional

equipment, subtracting for excess mileage, and subtracting for physical and/or mechanical condition flaws.

5. The method of Claim 1, wherein said vehicle identifying information is used to generate an appraisal report.

6. The method of Claim 1, wherein said estimated value is an offer price for said vehicle transmitted to said seller in the form of a demand certificate.

7. The method of Claim 1, wherein said estimated value is determined as an estimated value range.

8. The method of Claim 7, wherein a low end of said range is a wholesale value derived from auction data from wholesales vehicle sales, and a high end is calculated as a percentage above said low end range.

9. The method of Claim 8, wherein said percentage is between about 8 to 10 percent.

10. The method of Claim 1, wherein said estimated value is provided as a trade-in allowance accounting for state sale tax.

11. The method of Claim 1, wherein said seller identifying information is transmitted to at least one buyer selected from a plurality of said potential buyers.

12. The method of Claim 1, further comprising the step of receiving vehicle condition information for said vehicle, said vehicle condition information being used in determining said estimated value, wherein said vehicle condition information comprises one or more selected from the group consisting of year, mileage, optional equipment, physical condition flaws, and mechanical condition flaws.

13. The method of Claim 1, wherein said seller identifying information comprises one or more selected from the group consisting of name, street address, phone number, and email address.

14. In a method for generating a lead to a potential buyer by determining an estimated value range for a vehicle for a potential seller, said method comprising the steps of:

- receiving vehicle identification information for said vehicle;
- receiving seller identifying information;
- determining a value for said vehicle for said using said vehicle identification information;
- refining said determined value using said buyer criteria to generate said estimated value range for said vehicle;
- presenting said estimated value range to said seller; and
- transmitting said seller identifying the information to said buyer.

15. The method of Claim 14, wherein said buyer criteria comprises at least one selected from the group consisting of a price control option, vehicle specific criteria, historic vehicle issues, and a price offset for state sales tax.

16. The method of Claim 14, further comprising the step of receiving vehicle condition information for said vehicle, said vehicle condition information being used in determining said estimated value, wherein said vehicle condition information comprises one or more selected from the group consisting of year, mileage, optional equipment, physical condition flaws, and mechanical condition flaws.

17. The method of Claim 14, wherein said determined value of said vehicle is generated is using said historical data, adding for optional equipment, subtracting for excess mileage, and subtracting for physical and/or mechanical condition flaws.

18. The method of Claim 14, wherein a low end of said range is a wholesale value derived from auction data from wholesales vehicle sales, and a high end is calculated as a percentage above said low end range.

19. The method of Claim 18, wherein said percentage is between about 8 to 10 percent.

20. The method of Claim 14, wherein said estimated value is provided as a trade-in allowance accounting for state sale tax.

21. The method of Claim 14, wherein said seller identifying information is transmitted to at least one buyer selected from a plurality of said potential buyers.

22. An apparatus for generating a lead for a potential buyer by independently determining an estimated value for a vehicle by a potential seller said apparatus comprising:

a user interface, said user interface being programmed to receive vehicle identifying information for said vehicle for sale, and to receive seller identifying information; and

a processor in communication with said user interface programmed to independently determine an estimated value for said vehicle using said vehicle identifying information and said buyer criteria, to present said estimated value to said seller as independently determined, and to transmit said seller identifying information to said buyer.

23. An apparatus for determining an estimated value range for a vehicle using one or more buyer criteria, said apparatus comprising:

a user interface, said user interface being programmed to receive vehicle identifying information for said vehicle from a user and to receive user identifying information;

a processor in communication with said user interface programmed to determine an estimated value range for said vehicle using said vehicle identifying information, historical information, and said buyer criteria; and to transmit said estimated value range to said user and said user identifying criteria to a potential buyer.